

REP HEADLINE# 6303960 TRF# 329940 REP: TEL# 215-564-1206 FAX# 215 564 1103
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT3/12 16.30
 CHANGES *** WPXI-TV **

ADV # 13160 ADV. NAME POLI/K ROTHFUS/R/CON/PA REP.# OFF.# 18 SALESMAN #
 AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE
 7669 STAGERS LOOP SALES PRSN WA- CHERYL BLAIR
 DELAWARE, OH 43015

ORDER # CONTRACT # 6303960 CLASS: NATL. LOCAL REGIONAL
 PRDCT KEITH ROTHFUS 9/5 EST#2649 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP5/12 SEP18/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 16.30

REP: TO JEN
 FR LINDSEY FOR CHERYL
 REVISED LINE 11
 TTLS \$18,375
 PLEASE CONFIRM, THANKS!

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	R		500P-530P	30		\$400.00	9/5	9/7	1		W-F	1
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 2649 PROGRAM : NEWS												

SEP/12 18375.00 CONTRACT TOTAL 18375.00
 TOTAL SPOTS 30

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:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

MARKET TOTALS \$74,200

SVC- NSI

DEMOS- RA35+*

WPXI 25%

KDKA 33%

WTAE 24%

WPGH 15%

CABL 0%

WPCW 3%

WPMY 0%

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE